

DRC MEETING
CITY OF WISCONSIN DELLS
MUNICIPAL BUILDING-300 LA CROSSE STREET
SEPTEMBER 6, 2017

Ben Borcher called the meeting to order at 10:00 AM. Notice of the meeting was provided to the Dells Events, WNNO/WDLS Radio, and posted in accordance with State Statutes

1. Present: Dan Gavinski, Maria Rosholt, Ben Borcher, Jacqueline Morse.
Absent: Ald. Dar Mor
Others: City Planner/Zoning Administrator Chris Tollaksen, Ald Brian Holzem, Monica Dorow-Leis, James Connors, Jeff Morris and Ed Legge from the *Dells Events*.
2. Motion to approve Minutes for August 23, 2017 meeting by Gavinski, second by Rosholt. Motion carried unanimously.
3. Sign Applications:
 - A) Sports Impressions (731 Superior) – Window sign. Motion by Gavinski, second by Rosholt to approve. Motion carried unanimously.
 - B) River Dawg (808 River Rd)
 - i) Window signs. Motion by Morse, second by Rosholt to approve. Motion carried unanimously.
 - ii) Wall signs. Tollaksen asked for committee interpretation on the Vienna Beef sign. Rosholt states it is an advertisement for products sold in business, so it is a wall sign. Rosholt comments the storefront seems too busy. Holzem pointed out what appeared to be a paper menu at the bottom of the stairs. Tollaksen stated the menu would be considered an incidental sign and allowed, but should not be a piece of paper taped to the building. Tollaksen stated this would be an enforcement issue and the committee didn't need to address the menu. Morse stated the menu should be moved under the window to replace the Vienna Beef sign, and the Vienna Beef sign should be moved inside. Motion by Morse, seconded by Rosholt to deny the Vienna Beef sign outside under the window. Motion carried unanimously.
 - C) Hair & Nail salon (806 Broadway)
 - i) Window sign in door. Tollaksen stated this was a change of business name only. Motion by Gavinski, second by Morse to approve. Motion carried unanimously.
 - ii) Blade sign, hanging from canopy. Gavinski asked if this needed to be mounted on the custom bracket. Connors stated there was no room to mount the bracket. Tollaksen stated in situation where there is an existing awning or canopy blade signs have been allowed to be hung. Motion by Gavinski, second by Rosholt to approve. Tollaksen stated blade signs should be two-sided. Connors stated he would have the other side finished. Motion to approve amended to require a two-sided sign. Motion carried unanimously.
4. Building plans:
 - A) Hair & Nail salon (806 Broadway) – Request to stain wood roof shingles “Boot hill grey” to match the rest of the building. Motion by Morse, second by Rosholt to approve. Motion carried.
 - B) Dells Distillery (206 Broadway) – Request to repaint the back of the building and replace roofing on back canopy. Jeff Morris stated the rear of the Distillery building needs maintenance. Rather than repaint the separate items the same color he wants to repaint everything with 2-tones of brown. He will also replace the old shingles on the roof of the rear canopy with galvanized steel. He hopes to have the work done in the end of September, weather permitting. Motion by Gavinski, second by Rosholt to approve. Motion carried unanimously.
5. Outdoor seating – none
6. Façade Improvement Grant Projects
 - A) Glass and Gifts (230 Broadway) – Tollaksen presented photos of the finished façade for approval. The committee felt the project was successful and a good improvement use of the grant funds. Motion by Gavinski, seconded by Rosholt to approved the project as complete. Motion carried unanimously.
7. Items for Referral: none
8. Date and Time for Next Meeting: Sept 20, 2017 10 am
9. Motion by Rosholt, second by Morse to adjourn. Motion carried. Meeting adjourned at 10:23 am.